

INSURANCE DIVISION[191]

Adopted and Filed

Pursuant to the authority of Iowa Code section 507B.12, the Insurance Division hereby adopts an amendment to Chapter 15, “Unfair Trade Practices,” Iowa Administrative Code.

The rules in Chapter 15 establish certain minimum standards and guidelines of conduct by identifying unfair methods of competition and unfair or deceptive acts or practices in the business of insurance, as prohibited by Iowa Code chapter 507B. The amendment to the rules adds as a prohibited designation the use of designations prohibited by new rule 191—10.19(522B), Use of Senior-Specific Certifications and Professional Designations in the Sale of Life Insurance and Annuities, published herein in **ARC 7350B**.

Notice of Intended Action was published in the Iowa Administrative Bulletin on September 24, 2008, as **ARC 7205B**. A public hearing was held on October 14, 2008, at the offices of the Iowa Insurance Division, 330 Maple Street, Des Moines, Iowa 50319. The Division received no comments. No changes were made to the Notice.

This amendment is intended to implement Iowa Code chapter 522B.

This amendment will become effective January 1, 2009.

The following amendment is adopted.

Adopt the following new paragraph **15.8(3)“e”**:

e. Producers shall comply with rule 191—10.19(522B) in using senior-specific certifications and professional designations in the sale of life insurance and annuities.

[Filed 10/30/08, effective 1/1/09]

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EDITOR’S NOTE: For replacement pages for IAC, see IAC Supplement 11/19/08.